

# Business Marketing Program

*Working Today for Our Community's Tomorrow*

For more information and how you can engage in the marketing program, please contact PALCUS at [palcus@palcus.org](mailto:palcus@palcus.org).

## Why PALCUS?

PALCUS has built an international network of Portuguese and Portuguese Americans to share pertinent information in our community. The PALCUS Business Marketing Program is an opportunity for Portuguese businesses and organizations to have a direct reach to this international network. This multi-faceted, comprehensive program includes multiple, affordable ways to reach this international network.



## The PALCUS Digital Footprint

### FACEBOOK

**4,000**  
*Page followers*

**3,000+**  
*Network Group Members*



5k



1.1k



650

*Avg. Reach*

400

100

60

*Avg. Engagement*



PALCUS 2020:

Users viewed nearly **33k minutes** of video. **4k users** engaged with our video posts

### INSTAGRAM

**1.2k**  
*Page followers*

**11k**  
*Avg. weekly impressions*



### TWITTER

**1.3k**  
*Followers*



### PODCAST

**1k**  
*Listens across various podcast applications*



### YOUTUBE

**206**  
*Subscribers*

**130**  
*Posted videos*

**25k**  
*Approx total views*



### LINKEDIN

**1k**  
*Group members*

# Webinar & Podcast Sponsorships

## Dedicated Webinar



Business Webinar Series



ShopPortuguese.com

A dedicated webinar about your business or organization, aired live on Facebook, recorded and then published to the PALCUS YouTube channel.

Link to newsletter shared on PALCUS social media properties, with a tag back to your business.

— **\$100 Per Webinar**

## Webinar Sponsor



Thank you to today's webinar sponsor...



150 Eighth Street, New Bedford  
Massachusetts 02740  
508 990-0008  
www.mlnunescpa.com

Sponsor a "regularly scheduled" webinar, aired live on Facebook, recorded and then published to the PALCUS YouTube channel.

Link to recorded webinar shared on PALCUS social media properties, with a tag back to your business.

— **\$50 Per Webinar**

## PALITICUS Podcast



Sponsor an episode of PALITICUS, the official podcast of PALCUS which seeks to drive discussion amongst the Portuguese community in the US around public service and the issues affecting our community.

Podcasts are published on SoundCloud, iTunes and Spotify, and also posted to YouTube, and all PALCUS social media channels.

— **\$25 Per Podcast**



## WEBINAR

**5k**

Views\*

**33k**

Views per month

\*Views as of May 2020, with Webinars streamed on Facebook Live

# Newsletter Options

## Dedicated Promotional Newsletter

A dedicated electronic newsletter advertising your business published to the PALCUS distribution list. Link to newsletter shared on PALCUS social media properties, with a tag back to your business:



The image shows a template for a PALCUS promotional newsletter. It features a logo with a globe and the text 'PALCUS'. Below the logo, the text 'Working Today for Our Community's Tomorrow' is displayed. Underneath that, it says 'The Portuguese-American Leadership Council of the United States' and 'Serving our Community for 29 Years!'. A blue navigation bar at the bottom contains links for 'WEBSITE | ABOUT | OUR PROGRAMS | MEMBERSHIP | SPONSORS & PARTNERS'. Below the navigation bar, the word 'Advertisement' is centered. The main content area features the 'ALZULEYCHA' logo, which includes a stylized diamond pattern and the text 'ALZULEYCHA®' with a small tagline 'Decor. Accessories'. Below the logo, there is a paragraph of text about Alzuleycha's mission to reinvent Portuguese architecture details into home accessories. Another paragraph describes Alzuleycha's desire to honor the city's history by bringing its architectural details into modern homes. A small photograph of a woman sitting cross-legged on the floor, surrounded by decorative items, is shown in the bottom right corner of the content area.

- Facebook PALCUS Network
- Facebook PALCUS Page
- Instagram
- Twitter
- LinkedIn Page
- LinkedIn Group

— \$150 per newsletter



## NEWSLETTER

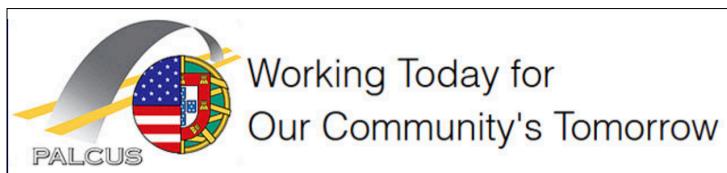


**7,800+**

*Individuals subscribed*

## Newsletter Banner Ad

Ad banners included in the PALCUS weekly and monthly newsletters.  
Link to newsletter shared on PALCUS social media properties, with a tag back to  
your business:



Working Today for  
Our Community's Tomorrow



Silveira Designs is a Portuguese owned business, providing Graphic Design services to the Portuguese-American Community since 2013.  
[www.SilveiraDesigns.com](http://www.SilveiraDesigns.com)

**June 2020**  
**LUSUS Newsletter**  
The Online Newsletter of PALCUS

In this issue.....

PALCUS News

- FYI Webinar: How to Organize a Voter Registration Event
- FYI Webinar: How to Organize a Candidates' Night Debate
- PALCUS National Scholarship Applications STILL OPEN!
- #SupportPortugueseBusiness Campaign
- #PortugueseHeroes Campaign
- #SupportOurElders Campaign



- Facebook PALCUS Network & Page
- Instagram
- Twitter
- LinkedIn Page & Group

*(Limit of 2 banners per newsletter)*

— **\$25 Per Banner Per Newsletter**  
**\$45 - 2 Banners**  
**\$65 - 3 Banners**  
**\$75 - 4 Banners**

## ✉ OPEN RATE

**18%** Monthly Newsletter  
**17%** Weekly News Round Up  
**19%** Special Editions

## ↗ CLICK RATE

**6.4%** Monthly Newsletter  
**22%** Weekly News Round Up  
**4.3%** Special Editions